prices according to market requirement, which involves offering different terms and prices to different market segments and customers, as also matching the prices and facilities being offered by the competitors etc.

SAIL is continuously in touch with customers/market and analysing the demand/market potential, by studying demand pattern of steel on end use and market segment approach method. It is a continuous ongoing process. To meet the situation different strategies are adopted from time to time which include vigorous customers contact and follow-up of individual customer orders for effecting speedier delivery, orienting product-mix to suit market needs and adjusting production as per market requirements, arranging stock transfer from one branch to another to meet requirements of various customers, improving after sale service, expediting refunds and settlement of quality/commercial complaints, adopting strategic pricing depending upon market segment, competition and quantity linked bulk purchases, and maximising exports of some categories to bring down the stock levels etc.

Role of Tobacco Board in enhancing tobacco exports

1756. SHRI V. HANUMATHA RAO: Will the Minister of COMMERCE be pleased to state:

(a) the present role of the Tobacco Board in enhancing tobacco exports from Andhra Pradesh;

(b) whether it b a fact that adequate finances have not been made available for the Tobacco Board to properly increase Indian Virginia tobacco exports; and

(c) the steps proposed to adequately finance the Tobacco Board's export promotion activities, with details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE (SHRI BOLLA BULLI RAMAIAH): (a) Some of the steps taken by Tobacco Board to enhance production, productivity- and quality of Tobacco to enhance exports are:

(i) Supply of seeds/seedings of high yielding and disease resistant varieties of FCV/Burley tobacco;

(ii) Pest and disease control through fumigation of nurseries;

(iii) Encouraging use of sprinkler irrigation system;

(iv) Improving curing and storing facilities;

(v) Arranging supply of inputs such as coal (for curing), fertilisers, and suckercides, and

(vi) training and exposure of farmers to latest research findings.

(b) No, Sir.

(c) Does not arise.

Delicensing of electronic Industry

1757. SHRI S. MUTHU MANI: Will the Minister of INDUSTRY be pleased to state:

(a) whether Government took any action to delicense the entertainment electronic industry;

(b) if so, the items to be delicensed; and

(c) the industries which are subject to compulsory licensing under the Industries Development Regulation (IDR) Act, 1951?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (*) and (b) Yes, Sir. The Government have delicensed all items of entertainment electronic industry.

(c) At present there are 14 industries under compulsory licensing, (the list is enclosed as statement).

Statement

List of Industries for which industrial licence is compulosry

1. Coal and Lignite.
2. Petroleum (other than crude) and its distillation products.
3. Distillation and brewing of alcoholic drinks.
4. Sugar.
5. Animal fats and oils.
6. Cigars and cigarettes of tobacco and manufactured tobacco substitutes.
7. Asbestos and asbestors-based products.
8. Plywood, veneers of all types, and other wood based products such as particla board, medium density fibre beard/block board.
9. Tanned or dressed furskias, chamois leather.
10. Paper and newsprint except bagasse-agro residue or waste paper based units.
11. Electronic aerospace and defence equipment; all types.
12. Industrial explosives including detonating fuses, safety fuses, gun powder, nitrocellulose and matches.
13. Hazardous chemicals.
14. Drugs and Pharmaceuticals (according to Modified Drug Policy issued in September, 1994).

Note: The compulsory licensing provisions would not apply in respect of the small scale units taking up the manufacture of item(s) included in any of the above sectors if such item(s) is (are) reserved for exclusive manufacture in small-scale sector.

Discouraging MNC entry in non-priority areas

1758. DR. B.B. DUTTA: Will the Minister of INDUSTRY be pleased to state:

(a) whether it is a fact that the Common Minimum Programme is committed to discourage MNC entry in 'Non-priority* areas;

(b) if so, the details thereof; and

(c) specific steps taken to implement this commitment?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (a) to (c) Yes, Sir. As per Commom Minimum Programme, entry of the multinational companies into the low priority areas will be discouraged through suitable fiscal and other measures. However, the Foreign Direct Investment (FDI) policy is constantly kept under review with the objective of increasing FDI into the country, particularly in the priority sectors which can change from time to time depending on the consideration such as promotion of greater exports, creation of more employment opportunities, backward linkages to farmers etc. Each proposal for FDI is considered on merit.

Impact of High Technology on exports

1759. SHRI SATISH AGARWAL: Will the Minister of COMMERCE be pleased to state:

(a) whether attention of Government has been drawn to the news-item in the Financial Express dated 13th November, 1996, under the caption "High Technology given short shrift to exports";

(b) if so, whether any enquiry has been ordered to find out the truth; and

(c) the long term/short term measures intended to safeguard the promotion of exports?